

ORDER



Orders
Order / Rev: 167354
Alt Order #: 06345153
Product Desc: OBAMA 4 PRES: 60'S
Estimate: 1869
Flight Dates: 09/27/12 - 10/02/12
Original Date / Rev: 09/26/12 / 09/26/12
Order Type: GENERAL

WDJT-TV-LP
Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency
Name: GMMB Greer Margolis Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Poli/Obama for President
Demographic: A35+
Product Codes: PL Candidate
Priority: P-2
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	13	\$27,400.00	\$23,290.00
10/01/12	10/02/12	11	\$9,930.00	\$8,440.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	13	\$27,400.00	\$23,290.00	0.00
October 2012	11	\$9,930.00	\$8,440.50	0.00
Totals	24	\$37,330.00	\$31,730.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	17%	\$37,330.00
Market	100%	\$219,588.24

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$2,195.88
WCGV	0%	\$0.00
WISN	27%	\$59,288.82
WITI	31%	\$68,072.35
WMLW-	2%	\$4,391.76
WPXE	0%	\$0.00
WTMJ	22%	\$48,309.41
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	09/30/12	09/30/12	Sun 10-1030a	SPRT	10a-1030a	-----1	1:00	1	\$600.00	P-2	0.00	NM	1	\$600.00
Green Bay Nation															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----1			1			\$600.00		0.00			
E 2	WDJT	09/27/12	09/28/12	Let's Make a Deal 9a-10a		858a-10a	---TF--	1:00	1	\$200.00	LUR	0.00	NM	1	\$200.00
Let's Make a Deal 9a-10a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

Order / Rev: 167354
 Alt Order #: 06345153
 Flight Dates: 09/27/12 - 10/02/12

Advertiser: Poli/Obama for President
 Product Desc: OBAMA 4 PRES: 60'S
 Estimate: 1869
 WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDJT	09/27/12	09/28/12	Let's Make a Deal 9a-10a Let's Make a Deal 9a-10a	CM	858a-10a ---TF--	1:00	1	\$200.00	LUR	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	---TF--		1		\$200.00		0.00				
E 3	WDJT	10/01/12	10/02/12	Let's Make a Deal 9a-10a Let's Make a Deal 9a-10a	CM	858a-10a MT-----	1:00	1	\$200.00	LUR	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	MT-----		1		\$200.00		0.00				
E 4	WDJT	10/01/12	10/02/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a MT-----	1:00	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	MT-----		1		\$600.00		0.00				
E 5	WDJT	09/27/12	09/28/12	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p ---TF--	1:00	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	---TF--		1		\$700.00		0.00				
E 6	WDJT	10/01/12	10/01/12	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p 1-----	1:00	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	1-----		1		\$700.00		0.00				
E 7	WDJT	09/27/12	09/28/12	News at Noon News at Noon	CM	12p-1230p ---TF--	1:00	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	---TF--		1		\$250.00		0.00				
E 8	WDJT	10/01/12	10/02/12	News at Noon News at Noon	CM	12p-1230p MT-----	1:00	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	MT-----		1		\$250.00		0.00				
E 9	WDJT	10/01/12	10/02/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p MT-----	1:00	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	MT-----		1		\$500.00		0.00				
E 10	WDJT	10/01/12	10/02/12	M-F 5pm News M-F 5pm News	CM	5p-530p MT-----	1:00	2	\$140.00	LUR	0.00	NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	MT-----		2		\$140.00		0.00				
E 11	WDJT	09/27/12	09/28/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p ---TF--	1:00	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	---TF--		1		\$1,400.00		0.00				
E 12	WDJT	10/01/12	10/02/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p MT-----	1:00	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	MT-----		1		\$1,400.00		0.00				
E 13	WDJT	09/27/12	09/28/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p ---TF--	1:00	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	---TF--		1		\$1,500.00		0.00				
E 14	WDJT	10/01/12	10/02/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p MT-----	1:00	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	MT-----		1		\$1,500.00		0.00				
E 15	WDJT	10/02/12	10/02/12	Tu 8p - 9p NCIS: Los Angeles	CM	Tu 8p - 9p -1-----	1:00	1	\$3,000.00	LUR	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-1-----		1		\$3,000.00		0.00				
E 16	WDJT	09/27/12	09/27/12	Th 8p - 9p Person of Interest	CM	Th 8p - 9p ---1---	1:00	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	WDJT	09/27/12	09/27/12	Th 8p - 9p Person of Interest	CM	Th 8p - 9p	---1---	1:00	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	---1---		1				\$6,000.00		0.00			
E 17	WDJT	09/28/12	09/28/12	Fr 7p - 8p CSI: New York	CM	Fri 7p - 8p	----1--	1:00	1	\$4,800.00	P-1	0.00	NM	1	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	----1--		1				\$4,800.00		0.00			
E 18	WDJT	09/30/12	09/30/12	Su 7p - 8p The Amazing Race	CM	7p - 8p	-----1	1:00	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----1		1				\$6,000.00		0.00			
E 19	WDJT	09/27/12	09/30/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	---TFSS	1:00	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	---TFSS		1				\$1,500.00		0.00			
E 20	WDJT	10/01/12	10/02/12	M-F Late News M-F Late News	CM	10p-1035p	MT-----	1:00	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	MT-----		1				\$1,500.00		0.00			
E 21	WDJT	09/27/12	09/28/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p	---TF--	1:00	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	---TF--		1				\$200.00		0.00			
E 22	WDJT	09/30/12	09/30/12	NFL Early Game Regular Season NFL Early Game	SPRT	NFL Early Game	-----1	1:00	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----1		1				\$4,000.00		0.00			
E 23	WDJT	09/29/12	09/29/12	SEC Afternoon Game SEC Afternoon Game	SPRT	Fri 130p-5p/Sat 11a- (2:00 PM-5:00 PM)	-----1-	1:00	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----1-		1				\$250.00		0.00			
Totals														24	\$37,330.00